

ORDER



Orders
Order / Rev: 47098
Alt Order #: 27770978
Product Desc: 2022 Primary Electio
Estimate: 3606
Flight Dates: 04/23/22 - 04/29/22
Original Date / Rev: 04/22/22 / 04/22/22
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Dallas
Sales Office: DALLS
Sales Region: National

Agency
Name: Armada Strategies
Buying Contact:
Billing Contact:
 2637 E. Atlantic Blvd., Ste. 43878
 Pompano Beach, FL 33062

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Conservative Nebraska
Demographic: A50+
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P-04

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	1	\$300.00	\$255.00
04/25/22	04/29/22	16	\$4,525.00	\$3,846.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	1	\$300.00	\$255.00	0.00
May 2022	16	\$4,525.00	\$3,846.25	0.00
Totals	17	\$4,825.00	\$4,101.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	04/25/22	04/25/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	M-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
KILKN News 8 This AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/25/22 05/01/22 M----- 1 \$150.00 0.00															
N 2	KLKN	04/27/22	04/27/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	--W----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
KILKN News 8 This AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/25/22 05/01/22 --W---- 1 \$150.00 0.00															
N 3	KLKN	04/29/22	04/29/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	----F--	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
KILKN News 8 This AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/25/22 05/01/22 ----F-- 1 \$150.00 0.00															
N 4	KLKN	04/26/22	04/26/22	Good Morning America Good Morning America	CM	7a-9a	-T-----	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/25/22 05/01/22 -T----- 1 \$200.00 0.00															
N 5	KLKN	04/28/22	04/28/22		CM	7a-9a	---T---	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00

Order / Rev: 47098
 Alt Order #: 27770978
 Flight Dates: 04/23/22 - 04/29/22

Advertiser: Conservative Nebraska
 Product Desc: 2022 Primary Electio
 Estimate: 3606
KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Good Morning America											
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	---T---	1		\$200.00		0.00						
N 6	KLKN	04/24/22	04/24/22	This Week	CM	8a-9a	-----S	:30	1	\$300.00	P-02	0.00	NM	1	\$300.00
				This Week											
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/18/22	04/24/22	-----S	1		\$300.00		0.00						
N 7	KLKN	04/25/22	04/25/22	Ch 8 News Midday M-F	CM	11a-12p	M-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Ch 8 News Midday M-F											
				Channel 8 Eyewitness News- Midday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	M-----	1		\$150.00		0.00						
N 8	KLKN	04/26/22	04/26/22	Ch 8 News Midday M-F	CM	11a-12p	-T-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Ch 8 News Midday M-F											
				Channel 8 Eyewitness News- Midday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	-T-----	1		\$150.00		0.00						
N 9	KLKN	04/27/22	04/27/22	Ch 8 News Midday M-F	CM	11a-12p	--W----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Ch 8 News Midday M-F											
				Channel 8 Eyewitness News- Midday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	--W----	1		\$150.00		0.00						
N 10	KLKN	04/28/22	04/28/22	Ch 8 News Midday M-F	CM	11a-12p	---T---	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Ch 8 News Midday M-F											
				Channel 8 Eyewitness News- Midday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	---T---	1		\$150.00		0.00						
N 11	KLKN	04/29/22	04/29/22	Ch 8 News Midday M-F	CM	11a-12p	----F--	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Ch 8 News Midday M-F											
				Channel 8 Eyewitness News- Midday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	----F--	1		\$150.00		0.00						
N 12	KLKN	04/25/22	04/25/22	Ch 8 News at 6p M-F	CM	6p-630p	M-----	:30	1	\$400.00	P-03	0.00	NM	1	\$400.00
				Ch 8 Eyewitness News 6p											
				Channel 8 Eyewitness News At Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	M-----	1		\$400.00		0.00						
N 13	KLKN	04/27/22	04/27/22	Ch 8 News at 6p M-F	CM	6p-630p	--W----	:30	1	\$400.00	P-03	0.00	NM	1	\$400.00
				Ch 8 Eyewitness News 6p											
				Channel 8 Eyewitness News At Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	--W----	1		\$400.00		0.00						
N 14	KLKN	04/29/22	04/29/22	Ch 8 News at 6p M-F	CM	6p-630p	----F--	:30	1	\$400.00	P-03	0.00	NM	1	\$400.00
				Ch 8 Eyewitness News 6p											
				Channel 8 Eyewitness News At Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	----F--	1		\$400.00		0.00						
N 15	KLKN	04/25/22	04/25/22	Ch 8 News at 10p M-F	CM	10p-1035p	M-----	:30	1	\$575.00	P-02	0.00	NM	1	\$575.00
				Ch 8 News at 10p M-F											
				Channel 8 Eyewitness News At Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	M-----	1		\$575.00		0.00						
N 16	KLKN	04/27/22	04/27/22	Ch 8 News at 10p M-F	CM	10p-1035p	--W----	:30	1	\$575.00	P-02	0.00	NM	1	\$575.00
				Ch 8 News at 10p M-F											
				Channel 8 Eyewitness News At Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	--W----	1		\$575.00		0.00						
N 17	KLKN	04/28/22	04/28/22		CM	10p-1035p	---T---	:30	1	\$575.00	P-02	0.00	NM	1	\$575.00

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Ch 8 News at 10p M-F											
				Ch 8 News at 10p M-F											
				Channel 8 Eyewitness News At Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	---T---		1				\$575.00		0.00			
													Totals	17	\$4,825.00



125 West 55th St
New York, NY 10019

Contract # 27770978	Changes as of: 4/22/2022 at 11:10 AM	Version: Current State Version 1
CPE: 355/459/3606	Flight: 4/23/22 - 4/29/22	Station: KLKN
Agency: Armada Strategies	Advertiser: Conservative Nebraska	Market: Lincoln&Hstng-Krny-Pls DMA
2637 E Atlantic Blvd Suite 43878 Pompano Beach, FL 33062	Product: 2022 Primary Election	Office: DALLAS
	Agency Order #: 11597080	Service: Nielsen
	Buyer: Mah, Eva	Primary Demo: Adults 55+
	Salesperson: DACIA SMITH 214-525-2831	Assistant: Dacia Smith2 2145252831
	Separation:	

Con Type: POLITICAL/VOTE
Total \$: \$4,825.00
Total Spots: 17
Total CPP: \$86.16
Total GRP: 56.0
Traffic #: 47098

Comments: Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #200345, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794; Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A55P Rating	Len	4/23 - 4/29							Total Spots	Total \$	CPP*	GRP*	
							4/23	4/24	4/25	4/26	4/27	4/28	4/29					
1	M-F 6a-7a		KILKN News 8 This AM	\$150.00	1.2	30	0	0	1	0	1	0	1		3	\$450.00	\$125.00	3.6
2	M-F 7a-9a		Good Morning America	\$200.00	2.2	30	0	0	0	1	0	1	0		2	\$400.00	\$90.91	4.4
3	Su 8a-9a		This Week	\$300.00	1.6	30	0	1	0	0	0	0	0		1	\$300.00	\$187.50	1.6
4	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$150.00	3.4	30	0	0	1	1	1	1	1		5	\$750.00	\$44.12	17.0
5	M-F 6p-6:30p		Channel 8 Eyewitness News At Six	\$400.00	5.5	30	0	0	1	0	1	0	1		3	\$1,200.00	\$72.73	16.5
6	M-F 10p-10:35p		Channel 8 Eyewitness News At Ten	\$575.00	4.3	30	0	0	1	0	1	1	0		3	\$1,725.00	\$133.72	12.9
TOTALS:							0	1	4	2	4	3	3	17	\$4,825.00	\$86.16	56.0	